**52 Weeks to Success** 

**Chiropractic Assistant Program**

**Benchmark 10**

**The Referral Generation System**

**Core Objective:**

Your team has a Mission and therefore should be in the forefront of everything we do. As a Chiropractic Assistant, you are part of the team that supports that mission. Engaging your patients in conversations about their experience in your office and their confidence in Chiropractic care will open the door for you to discuss having their family and friends introduced to Chiropractic.

Every patient has a mother, father, sister, brother, siblings, friends. Helping them see the benefit of being checked for subluxations will not only strengthen their understanding of the importance of Chiropractic care, it will help you grow the practice. Bringing enthusiasm and caring for people to the practice is everything!

Since you, the Chiropractic Assistant, are the first and last point of contact for patients, having confidence and a caring attitude will help patients know that Chiropractic is not just for what they came in for, but for everyone with a spine!

Being able to generate referrals from your patients in a caring, enthusiastic and competent manner is an important part of fulfilling our mission to get Chiropractic care to everyone.

Developing your communication skills in this area will help you build the practice and build your communication skills as well.

**The objective of this benchmark is to:**

1. Generate Referrals of New Patients.

2. Generate Success Stories from established patients.

3. Inspire you to help more people with Chiropractic!

4. Help build the practice!

**Key Takeaways:**

· Know how and when to ask for referrals.

· Know how and when to ask for a Success Story.

· Build a strong track record of consistent referrals.

· Be enthusiastic about sharing the Chiropractic story.

**Questions for Team Discussion:**

1. How many referrals are we generating each week?

2. How confident are we in asking for referrals?

3. Do we know how to ask for a Success Story?

4. Are we discussing referral opportunities at our weekly team meeting?

5. What are some changes that we can implement to begin improving in this area?

**Resources:** Benchmark 8 (PowerPoint/Worksheets/Team Discussion); Procedures;

Benchmark 3 Telephone Procedures; Benchmark 5 New Patient 1st Visit, Benchmark 6 The Second Visit.